

CITY COUNCIL

Chris Dobbs, Mayor
Bruce T. Roundy, Vice-Mayor
Jeffrey A. Tolley
John McDermott
Mathew Romano

CITY OFFICIALS

Jennifer Schmitke
City Clerk

Leticia Espinosa
City Treasurer

CITY OF ORLAND

INCORPORATED 1909

815 Fourth Street
ORLAND, CALIFORNIA 95963
Telephone (530) 865-1600
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CITY MANAGER

Peter R. Carr

Meeting Place: Carnegie Center
912 Third Street
Orland CA 95963

AGENDA

ORLAND ECONOMIC DEVELOPMENT COMMISSION

Tuesday, July 11, 2023

Public comments are welcomed and encouraged in advance by emailing the City Clerk, jtschmitke@cityoforland.com or by phone at (530) 865-1610 by 4:00 p.m. on the day of the meeting.

The public is encouraged to participate in the meeting via Zoom or can participate at Carnegie Center.

ZOOM Link: www.zoom.us

WEBINAR ID# 853 7996 7769

ZOOM Telephone - Please call: 1 (669) 900-9128

1. CALL TO ORDER – 6:00 p.m.
2. PLEDGE OF ALLEGIANCE
3. ROLL CALL
4. ORAL AND WRITTEN COMMUNICATIONS

A. Citizen Comments:

Members of the public wishing to address the Commission on any item(s) not on the agenda may do so at this time when recognized by the Chairperson; however, no formal action or discussion will be taken unless placed on a future agenda. Public is advised to limit discussion to one presentation per individual. While not required, please state your name and address for the record. **(Oral communications will be limited to three minutes).**

5. CONSENT CALENDAR

- A. Approval of Economic Development Commission Minutes from May 9, 2023
- B. Resignation request from Commissioner David Allee

6. ITEMS FOR DISCUSSION OR ACTION

- A.** Report of Chamber Request for City Support – Rebecca Pendergrass, Assistant City Manager
- B.** Update: Queen Bee Bucks Program Update and Alternatives – Rebecca Pendergrass, Assistant City Manager
- C.** Chamber and Glenn Grows Update (Dee Dee Jackson)
- D.** Possible uses for HDC Lot

7. STAFF REPORTS – Rebecca Pendergrass, Assistant City Manager (Information only)

Local Business and Development Updates

8. COMMISSIONER REPORTS

9. FUTURE AGENDA ITEMS (Next Meeting: September 12, 2023)

10. ADJOURN

CERTIFICATION: Pursuant to Government Code Section 54954.2(a), the agenda for this meeting was properly posted on July 6, 2023. A complete agenda packet is available for public inspection during normal business hours at City Hall, 815 Fourth Street, Orland, CA.

In compliance with the Americans with Disabilities Act, the City of Orland will make available to members of the public any special assistance necessary to participate in this meeting. The public should contact the City Clerk's Office 865-1610 to make such a request. Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

CITY OF ORLAND
ECONOMIC DEVELOPMENT COMMISSION MEETING
May 9, 2023

1. CALL TO ORDER

The meeting was called to order by Chairperson Lane at 6:04 pm.

2. PLEDGE OF ALLEGIANCE – led by Chairperson Lane.

3. ROLL CALL

Present: Ron Lane, Dennis Hoffman, and Dee Dee Jackson

Absent: Russell Pierce, David Allee

Councilmembers: Mathew Romano

Staff: Pete Carr, Jennifer Schmitke

4. ORAL AND WRITTEN COMMUNICATIONS

None

5. CONSENT CALENDAR

A. Approval of the March 14, 2023, minutes

Moved and approved by unanimous vote.

6. ITEMS FOR DISCUSSION OR ACTION

A. Reflections on 3CORE CEDS report

City Manager Carr spoke about the Economic Development Administration (EDA) giving a grant to 3CORE to coordinate economic development activities. Mr. Carr briefly reviewed some of the key points for Orland from EDA report.

Chairperson Lane shared that the statistics were overwhelming, but it was very good information. Commissioner Jackson stated that she liked that Orland's numbers were growing and doing better than other local communities.

B. Streetscapes Committee/Project Update

City Manager Carr provided a brief explanation of the Streetscapes master plan from 2018 and what the status of the project was. The City continues to look for engineering/construction funding. Money has been set aside in the ARPA fund for the Streetscapes plan. Mr. Carr shared that Caltrans came and toured the

City and as of last week Caltrans is working on plans to repave State Route 32 from the Sacramento River to Interstate 5, which will also address drainage problems, missing sidewalks, and ADA issues.

Mr. Carr shared that “streetscape” can also be referred to as amenities in the downtown walking environment. Mr. Carr stated that he has met informally with a few downtown business owners to start talking about the beautification of the downtown area on 4th and 5th Streets. The business owners shared they felt there was a need for more downtown lighting, benches, more trash cans, and planter boxes.

Commissioner Hoffman suggested including someone from Public Works to be involved in discussion so that they can give their expertise on what would and wouldn't work downtown.

Commission members unanimously liked the idea of bringing back the beautification ideas to EDC for review before going to Council.

C. Chamber Request for City Support

City Manager Carr reported that the Orland Area Chamber of Commerce presented to City Council a request for increased City support, doubling Transient Occupancy Tax (TOT) to 30% annually and starting to share 20% of business license revenue, or increase annual support to \$30,000 annually (whichever is greater). The council has not decided yet on how to support the Chamber.

Chairperson Lane suggested the EDC could help sponsor local car shows and a portion of the proceeds could go to the Chamber. Mr. Carr shared examples of what other communities are doing to support their chamber; there is no standard or formula.

Commissioner Hoffman stated concern for Chamber members that may feel like they are paying the Chamber twice if they pay for a Chamber membership and then a percentage, they pay for their business license also goes to the Chamber.

Commissioners asked questions and stated concerns with the City increasing support for the Orland Area Chamber of Commerce.

Commission Hoffman moved, seconded by Chairperson Lane to recommend to Council to approve the requested Chamber increase. Motion passed by a voice vote 3-0.

D. Queen Bee Bucks Program Update and Consideration of Point Program Alternative

City Manager Carr shared with the Commission that the Queen Bee Bucks program online card sales have slowed down but stated merchants are still seeing cards being redeemed weekly. The top three merchants are Orland Ace Hardware, Farwood and Wild West.

Mr. Carr shared that he has spoken with HdL about the City's interest in a program that includes advanced technology or has app components, and they are looking into what can be done.

7. STAFF REPORTS

A. Façade Improvement Program Update

City Manager Carr shared that most recently the owner of Sparrow and Crow, Old Town Lounge and the Royal Hotel building has shown interest in participating in the program to improve windows, doors, and awnings. A property owner on 6th Street has expressed interest in the program, she is in contact with the City Planner, but no documentation has started.

B. Hotel Attraction and Site Selection

City Manager Carr informed the Commission that a hotel developer has expressed interest in specific Orland locations but that no applications have been submitted but they will be touring Orland potential locations May 23rd. Mr. Carr shared that an investor (Franchise business that is retail and refueling) just went into escrow on 12 acres on the westside of I-5 off County Road 16, in the City's sphere of influence.

C. Update on future of Honeybee Discovery Center

City Manager Carr shared that Chico State has offered the Honeybee Discovery Center (HDC) to locate their future facility at Chico State Farm. HDC board members are in the beginning stages of talking about contracts and planning with Chico State. Mr. Carr shared that recently the City put in for a grant for the HDC locations pollinator park, but the City has yet to hear if they have been awarded this grant.

D. Local Business and Development Updates

City Manager Carr announced that Fuego Mexican Grill (in the location of the old Wild Wings) is having a soft opening currently. Mr. Carr shared that Benji's Grill is advertising that they will be opening soon, yet the owner has not gotten permits, licenses or met with City Staff on the project.

Mr. Carr shared that Maverik fueling station is moving forward quickly, part of the Maverik facility agreement is improvements/reconstruction of the Commerce and Newville intersection.

Mr. Carr stated that all four apartment complexes under construction are progressing. The Habitat for Humanity project, 33 units, is slated to be open at the end of May.

Mr. Carr shared that Glenn Grows will reopen in Orland next Monday at the Glenn Center.

8. COMMISSIONER REPORTS

- Chairperson Lane: Nothing to Report.
- Commissioner Hoffman: Nothing to Report.
- Commissioner Jackson: Nothing to Report.

9. FUTURE AGENDA ITEMS

- 3CORE Feasibility Report
- Recommendations on HDC lot (uses)
- Streetscapes recommendations

10. ADJOURN – 7:11 pm

Respectfully Submitted,

Jennifer Schmitke, Commission Secretary

Ron Lane, Chairperson

From: David Allee

Sent: Wednesday, July 5, 2023 10:26 AM

To: Peter Carr

Subject: My Resignation from the Economic Development Commission...

Greetings, Mr. Carr -

This email message is to serve as my formal resignation from the City of Orland's Economic Development Commission, effective Wednesday, July 12th; thus, my last meeting as a Commissioner will be Tuesday, July 11th.

I wish to take this opportunity to express my gratitude to the Orland City Council members (both past and present), my fellow EDC Commissioners (both past and present), and you - for granting me the opportunity and privilege of having served over these past 11 (or is it 12?) years on the City of Orland's EDC.

I am retiring from the workforce on July 28th and will subsequently be moving out-of-State.

Thank you, all, for your confidence in me as a Commissioner; I wish the community of Orland nothing but the best and brightest for its future and am confident that the present leadership (in City Manager, in Commissioners, and City Council members) will most certainly bring forth that vision to fruition.

Sincerely,

Rev. Dr. David Allee



Legend

- 1 Interpretive signage
- 2 Cast in place concrete platform / stage
- 3 Shade sails / structure
- 4 Grain bin - re-purposed as info kiosk and storage
- 5 Pollinator hydration station/ water feature
- 6 Cast in place concrete amphitheater seating / bleachers
- 7 Movable tables and chairs
- 8 Site lighting
- 9 Hexagonal pavers
- 10 Future sidewalk and streetscape planting (per City Streetscape Project)
- 11 Future median bee-themed art (per City Streetscape Project)
- 12 Storage shed
- 13 Stabilized decomposed granite paving with edging
- 14 Drought tolerant pollinator garden planting with native and adapted species & high efficiency irrigation system
- 15 6' tall screening wall
- 16 New tree planting area - provide new outlets in parking lot to protect trees
- 17 Repair asphalt parking and alley as needed
- 18 Drinking fountain with bottle filling station
- 19 Public restroom

Tree Species - Such As:

-  Large Canopy Tree - such as:
California Sycamore (*Platanus racemosa*)
Cork Oak (*Quercus suber*)
Holly Oak (*Quercus ilex*)
-  Parking Lot Tree - such as:
Almond Tree Almond Tree (*Prunus dulcis*)
-  Flowering Pollinator Tree - such as:
Crape Myrtle (*Lagerstroemia indica*)
Eastern Redbud (*Cercis canadensis*)
-  Streetscape Tree - such as:
Chinese Pistache (*Pistacia chinensis*)
Trident Maple (*Acer buergerianum*)